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In broadcasting from 1971 - 1987 as disk jockey, music director, production director, operations manager, program director. Was Operations Director of largest and most successful radio station in Dallas/Ft. Worth for 4 years. Left the broadcasting profession in 1988 after 17 years due to consolidation. My job was eliminated. It remains so to this day. Joined the advertising business. Today I own my own Advertising Agency and music production company. As such, I now buy time on the local stations, and watch very closely the ratings of local stations.

Canada requires their stations to play a certain percentage of music written or performed by a Canadian. This is why artists like Gordon Lightfoot, Ann Murray, and the Guess Who got airplay. They were carried on border stations, like CKLW Windsor Ontario - (Detroit). The groups became popular, then other stations across the country would start playing the songs. It would be nice if US stations had incentive to play local artists. It's very hard for groups to get airplay today.

The consolidation of the industry has hurt it dramatically so far as local programming and content is concerned. Mega corporations, like Infinity radio, Clear Channel, et al, are focused only on their bottom line, and not the content of their broadcasts. They have cluttered the airways with more commercials, and fewer minutes of news and other public service programming. On top of that they have used voice tracked disk jockeys, where one DJ in some city, is responsible for being on the air in multiple markets. This has eliminated any chance of local content, as well as many jobs.

Absolutely. This is what radio does best. Get involved with the community. Support it. Help non profits raise money.

Payola has been around for decades. In the 70's when I was a disk jockey, record companies would provide free albums, concert tickets, t-shirts, jackets etc. to help launch a new artist. Drugs were readily available. I know of one independent promoter who tried to slip me a \$100 bill for playing a couple of "requests" while I DJed at a free-lance night club gig. I declined and told him never to do that again. (I was music director of a station at the time) I'm sure he would have expected favors for it, and I didn't want to go there.

Don't know what practices exist today. I left the industry in '88.

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Should stations be required to play a certain percentage of local content?
Yes

Should it be required that all programming decisions are made at the local level?

Absolutely. The you could really see which songs / artists are popular, and

really get back to serving the community

Low power stations may be beneficial in smaller markets. In large markets like Dallas, they don't stand a chance against higher powered and stronger signals.

The deregulation of the broadcast industry eliminated many mom and pop operators, who were the life blood of the industry. These were people who lived in, and cared about their communities. They were bought out and replaced by Mel Karmazin clones and zombies who feared for their jobs if they didn't hit the revenue goals. Infinity Broadcasting and Clear Channel have been the biggest offenders. With a few high profile exceptions (like Howard Stern) they have replaced dedicated, competent, and quality people, with the cheapest talent they can find. They are a disgrace to the profession, and the FCC should take serious steps to improve the situation.